Noah Sherry

SNHU CS 360

Project 3 App Launch Plan

February 28, 2021

If I were to officially launch my app, my description would begin with a succinct and bulleted list of features that my application offers. I’d mention the ease of use provided from my app and give reasons why the user should use my app for its intended purpose. I would also describe the process of how to use my app for those that aren’t familiar with weight tracking applications. As for the app icon, I would likely use an image of a weight scale in some form or fashion, so that it is very clear what my app’s purpose is. Many other apps of this type already do this in the app store, so I would likely make the icon look as professional and enticing as possible.

My weight tracking application will run on Android version 29 or newer to make use of the Google Play App Bundling feature and the convenience of using up-to-date Android APIs. I realize that this removes a large portion of the potential market from using my app, as if a user is on a previous version of Android (which, many people are), they will be unable to download/use my app.

As for permissions, my application will only ask for permissions to send the user notifications. This is so that the application can notify the user if they successfully reach their personal weight goal. The app will not ask for any other permissions from the user, as they are not necessary for the app to function properly.

For monetization, I have decided that my app would use a combination of in-app advertisements and one-time-purchase in the form of a small ad banner at the top of the screen once the user is logged in. The user may perform a one-time-purchase to permanently remove ads from their account, as well as enable Cloud Sync for their data, should they wish to use the application across multiple devices.